

TO: Susan Alter

DATE: November 15, 1985

FROM: Nancy Gurry✓

SUBJECT: Concord

This report highlights Concord's share performance based on the following data sources - factory shipments, ICC distributors sales, and retail audit shares. Factory shipments commenced 7/25 with introduction at retail effective 8/05.

Concord Regular (Little Rock & Spokane)

- As illustrated in the four week averages, factory shipments, based on a two market average, have recorded shares at less than the 0.1 level for two consecutive weeks. Product movement is virtually nil in each of these markets. The current week's (11/08) negative share level in Little Rock reflects a product return from Capital Tobacco (3% of direct volume) due to a lack of retail orders.
- Distributor sales parallel the factory shipment scenario of essentially no product movement. Shares have been at a depressed 0.1 level for six straight weeks.
- Retail sales have plummeted to the 0.2 level during the current week (11/01) in Little Rock. This latest share is now approaching the levels of our other data sources.

Concord Menthol (Birmingham & Ft. Wayne)

- The menthol markets correspond to the regular markets in reporting minimal product movement with shipments registering at/or below the 0.1 level for eight consecutive weeks based on a four week average.
- Likewise, ICC sales have posted shares at less than the 0.1 level during the last three weeks. There appears to be no share discrepancy between movement of the two distributors.
- Share levels in the Birmingham audit panel are beginning to exhibit declines with the current week (11/01) falling to the 0.4 level. This week and previous weeks' audit shares are artificially high since they do not include product pickup by distributors and because stores are concentrated in Jefferson County (56% black).

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This analysis will be updated. If you have any questions, please call.

*Nancy*

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## CONCORD

FACTORY SHIPMENTS

		CONCORD REGULAR						CONCORD MENTHOL					
Base Period	Week Ending	Little Rock		Spokane		2 Market Average		Birmingham		Ft. Wayne		2 Market Average	
		4 Wk.		4 Wk.		4 Wk.		4 Wk.		4 Wk.		4 Wk.	
		Week	Avg.	Week	Avg.	Week	Avg.	Week	Avg.	Week	Avg.	Week	Avg.
1	8/02*	4.85	--	3.31	--	4.08	--	2.71	--	2.53	--	2.62	--
2	8/09	1.38	--	.91	--	1.15	--	.55	--	.08	--	.32	--
3	8/16	.19	--	.65	--	.42	--	.35	--	.45	--	.40	--
4	8/23	.66	1.77	.12	1.25	.39	1.51	.48	1.02	.63	.92	.55	.97
5	8/30	.19	.61	.35	.51	.27	.56	.11	.37	.06	.31	.09	.34
6	9/06	.45	.37	.14	.32	.30	.35	.01	.24	.07	.30	.04	.27
7	9/13	.20	.38	.03	.16	.12	.27	.10	.18	.13	.22	.12	.20
8	9/20	.10	.24	.08	.15	.09	.20	.12	.09	.01	.07	.07	.08
9	9/27	.24	.25	.32	.14	.28	.20	.11	.09	.01	.06	.06	.07
10	10/04	.08	.16	.15	.15	.12	.15	.17	.13	.07	.06	.12	.09
11	10/11	.02	.11	.03	.15	.03	.13	.07	.12	.09	.05	.08	.08
12	10/18	.00	.09	.11	.15	.06	.12	.06	.10	.05	.06	.06	.08
13	10/25**	-.10	.00	.10	.10	.00	.05	.01	.08	.02	.06	.02	.07
14	11/01	.01	-.02	.06	.08	.04	.03	.02	.04	.03	.05	.03	.05
15	11/08***	-.18	-.07	.03	.08	-.08	.01	.01	.03	.12	.06	.07	.05

\* Includes 7 days of shipments as well as 2 for 1 promotional allocations.

\*\* Reflects Ft. Smith's product return.

\*\*\* Return from Capital Tobacco of Fayetteville, Arkansas.

Out of Market  
Transshipments

Little Rock	13%
Spokane	9
Birmingham	24
Ft. Wayne	59

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CONCORD

ICC

CONCORD REGULAR

CONCORD MENTHOL

<u>Week Ending</u>	<u>Little Rock</u>		<u>Birmingham</u>		<u>Ft. Wayne</u>		<u>2 Distributor Average</u>	
	<u>4 Wk.</u>		<u>4 Wk.</u>		<u>4 Wk.</u>		<u>4 Wk.</u>	
	<u>Week</u>	<u>Mov.</u>	<u>Week</u>	<u>Avg.</u>	<u>Week</u>	<u>Avg.</u>	<u>Week</u>	<u>Avg.</u>
8/02	.22	--	.45	--	.37	--	.41	--
8/09	.75*	--	1.20	--	.63	--	.92	--
8/16	.58	--	.93	--	.52	--	.73	--
8/23	.30	.46	.39	.74	1.02	.64	.71	.69
8/30	.85	.62	.35	.72	1.26	.86	.81	.79
9/06	.12	.46	.04	.43	.11	.73	.08	.58
9/13	.23	.38	.25	.26	.67	.77	.46	.52
9/20	.08	.32	.38	.26	1.59	.91	.99	.59
9/27	.13	.14	.31	.25	1.06	.86	.69	.56
10/04	.09	.13	1.11	.51	.85	1.04	.98	.78
10/11	.14	.11	.06	.47	.11	.90	.09	.69
10/18	.08	.11	.01	.37	.04	.52	.03	.45
10/25	.03	.09	.02	.30	.04	.26	.03	.28
11/01	.04	.07	.01	.03	.01	.05	.01	.04

\* Now reflects a 2 distributor average.

NOTE: The following indicates the number of PM sales reps who are headquartered out of each ICC distributor.

	<u># of PM Sales Reps</u>
Little Rock	1
Birmingham	0
Ft. Wayne	1

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RETAIL AUDITS

<u>Week Ending</u>	<u>Little Rock/Regular (25 stores)</u>					<u>Birmingham /Menthol (30 stores)</u>							
	<u>Concord</u>	<u>True</u>	<u>Vantage</u>	<u>Merit</u>	<u>Kent</u>	<u>Concord</u>	<u>B&amp;H Men.</u>	<u>V.S. Men.</u>	<u>Marlboro Men.</u>	<u>Merit Men.</u>	<u>Salem Men.</u>	<u>Newport</u>	<u>Kool</u>
8/16	.5	.5	4.9	2.7	2.4	.5	3.7	2.9	1.0	2.8	5.8	1.2	6.1
8/23	.6	.8	6.1	4.7	3.1	1.4	3.4	3.1	1.1	3.3	6.2	1.1	5.5
8/30	.5	.7	7.5	4.7	3.9	1.4	3.6	3.3	1.1	5.0	6.9	1.4	6.0
9/06	.6	1.1	7.7	3.8	5.2	.9	3.7	3.1	1.1	3.0	6.3	1.4	6.5
9/13	.6	.5	7.1	4.9	4.6	.8	3.5	3.4	1.3	3.6	7.1	1.3	6.2
9/20	.6	.5	7.6	5.0	3.5	.8	3.4	3.1	1.1	3.1	6.5	1.2	6.1
9/27	1.3	.4	6.7	4.3	4.2	1.2	3.5	3.2	1.1	2.6	6.8	1.4	6.4
10/04	.7	.6	5.7	3.8	3.4	.8	3.7	3.0	1.0	3.2	7.1	1.1	7.0
10/11	.7	.7	6.8	4.9	3.2	.8	3.9	3.3	1.0	3.2	7.0	1.1	7.4
10/18	1.0	.7	6.6	5.1	4.4	.6	4.2	2.9	.9	2.8	6.1	1.1	6.7
10/25	.4	.4	7.6	5.1	4.8	.6	3.4	3.1	.9	2.8	6.5	1.1	6.8
11/01	.2	.8	7.9	4.7	4.2	.4	3.9	3.3	.8	2.6	6.5	.9	6.9
4 Week Average	.6	.7	7.2	5.0	4.2	.6	3.9	3.2	.9	2.9	6.5	1.1	7.0

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